

To establish and manage customer requests such that the full potential to both the customer and the business is exploited

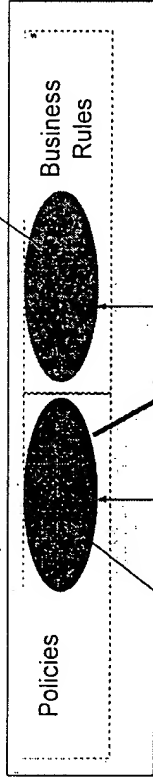
Figure 3



Receive and Record request

Controls

Rules for customer engagement



Customer services manager

Receive and record request

CAMPro Customer engagement

To determine through initial qualification whether a submitted request declined

Customer services manager

Company Policy on Customer Engagement

- What to do when customers say hello
- 1 Considering the strategy for the customer relationship
 - 2 Assessing the conversation outcomes
 - 3 Giving the response
 - 4 Following up

Figure 4

Figure 5

